

**LIGHTS: THE CHALLENGE DU JOUR
TRIAL COUNSEL MEETING
FEBRUARY 28 - MARCH 1, 2002**

DAY ONE

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|-------------|---|--------------------|
| I. | THE LITIGATION LANDSCAPE | 9:00-9:30 |
| A. | United States (John Mulderig, Litigation) | |
| B. | International (Tim Lindon, Litigation) | |
| II. | THE REGULATORY AND BUSINESS LANDSCAPE | 9:30-10:30 |
| A. | International (Even Hurwitz, PMI Legal) | |
| B. | United States (Paula Desel, PMUSA Legal) | |
| | BREAK | 10:30-10:45 |
| III. | THE ISSUES | |
| A. | The History of Light Cigarette Design
(Chris Michie, Dechert) | 10:45-11:15 |
| B. | The History of Light Cigarette Marketing
(Steve McConnell, Dechert) | 11:15-12:00 |
| | LUNCH | 12:00-12:45 |
| C. | Role of the Government and Preemption
i. Cigarette Testing
ii. Cigarette Advertising
iii. Preemption
(Jeff Wagner, W&S) | 12:45-1:30 |
| D. | NCI Monograph 13- Burns' Statistical Low-Tar
Analysis (Murray Garnick, A&P) | 1:30-2:15 |
| E. | NCI Monograph 13- Plaintiffs' Experts
(Duane Mauney, A&P) | 2:15-3:00 |

**Privileged and Confidential
Attorney Work Product**

BREAK

3:00-3:15

- F. Trial Themes
(George Lombardi, W&S)**

3:15-4:15

- G. Discovery
(George Lombardi, W&S)**

4:15-4:45

DAY TWO

IV. THE SCIENTIFIC LANDSCAPE

- A. Epidemiology and Reduced Risk
(Ted Sanders, PMINT)**

9:00-10:00

- B. Compensation
(Candace Adams, PMUSA)**

10:00-10:30

- C. Exposure Studies
(Hans Roethig, PMUSA)**

10:30-11:00

BREAK

11:00-11:15

- D. IOM Principles
(Rick Solana, PMUSA)**

11:15-11:30

- E. Low-Tar Biological Research
(Wolf Reininghaus, INBIFO)**

11:30-12:00

LUNCH

12:00-12:45

IV. CURRENT DEVELOPMENTS

- A. International Issues
(Marc Palay, W&S)**

12:45-1:15

- B. Jury Research
(Greg Little, H&W)**

1:15- 2:00

V. DISCUSSION

2:00-3:00

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